



Mother and Child Health Coalition

Press Release

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FOR IMMEDIATE RELEASE:
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Breastfeeding: The Gold Standard

Kansas City, MO – The Mother & Child Health Coalition’s Breastfeeding Committee is convening a free, city-wide breastfeeding health fair on Saturday, August 2, 2008 from 10 a.m. – 2 p.m. at the Education Center of Penn Valley Community College, 3201 Southwest Trafficway, Kansas City, Missouri 64111. This event celebrates World Breastfeeding Week (August 1-7, 2008) and is sponsored by Mother & Child Health Coalition, Francis Institute for Child and Youth Development, La Leche League, the Greater Kansas City Lactation Consultants (a local chapter of the United States Lactation Consultants Association), and The CPR Lady.

The Mother & Child Health Coalition believes that the entire family has a stake in making sure that babies are breastfed! Mothers need the support of immediate and extended family to feel comfortable in both initiating and continuing breastfeeding. The purpose of this fair is to inform, educate and promote breastfeeding in the greater Kansas City community. The fair features a Breastfeeding Awareness Walk as well as several educational sessions of interest for mothers and families. Speakers will address topics such as “Getting Started at Breastfeeding” and “Benefits of Breastfeeding,” among others. Several vendors will showcase their products and services geared towards breastfeeding. Door prizes and free giveaways will be distributed. A proclamation from the Mayor’s office will be read, and an award will be presented to a deserving breastfeeding-friendly workplace.

Registration opens at 10:00 a.m. in the Education Center. Parking is available in the visitor parking garages. For more information about the fair and/or to be a vendor, please contact Paul Cesare at 816.283.MCHC (6242) ext. 239.

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Mother & Child Health Coalition promotes the health of mothers and children through community planning, education, advocacy and collaboration with organizations addressing infant mortality, immunization, childhood obesity, maternal health and child safety. Interviews are available upon request.